

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Global Moisture Management Services

South Carolina Manufacturing Extension Partnership

Global Moisture Management Services Takes New Product to Market

Client Profile:

Global Moisture Management Services (GMMS), located in Columbia, South Carolina is a start-up company specializing in the research and development of The Watersafe, a sensing device that, when attached to appliances, detects a water leak, sends a signal, and the water to the appliance is shut off. The WaterSafe is a result of inventor, Andrew Fuller's Charleston-based business, Claycor Contractors, Inc. and its experience remediating mold caused by water damage. The product works by using advanced technology and easily installed remote sensors to continually monitor moisture levels around major appliances. If a leak occurs, it is immediately detected by the sensors, and a wireless central controller is activated. The controller's alarm then interfaces with an online monitoring system that sends alerts via text, email or phone to the homeowner, and simultaneously shuts off the main water supply. The system even records event data for insurance purposes. GMMS employs 3 people.

Situation:

Fuller and a partner formed GMMS, investing a great deal of time and capital into product research and development of the new product. They engaged two engineering companies to build and manufacture the device. After many failed attempts, Fuller contacted the South Carolina Manufacturing Extension Program (SCMEP), a NIST MEP network affiliate, to provide product development and cost cutting solutions.

Solution:

SCMEP recognized the device's promise and launched a robust marketing and public relations campaign. In coordination with Fuller, SCMEP suggested 'The WaterSafe' as the invention's name, allowing branding efforts to start. SCMEP conducted 1:1 research groups with potential distributors and end users. Their marketing agency devised a web site for The WaterSafe, 3D product animation and other renderings, as well as an Enterprise Marketing Management System and product brochures to solicit potential distributors. SCMEP helped GMMS finalize a distribution deal with Ferguson Enterprises, the nation's largest supplier of plumbing products. The device will become the first in Ferguson's history to be stocked or carried nationally prior to the product's first production run.

Results:

- * Projected sales of \$50 million.
- * Created 10 jobs.

Testimonial:

"SCMEP was instrumental in getting us where we are today- especially their marketing capabilities. If you're not with SCMEP, you're going to miss out on a lot. They've got big clients, they've got small

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clients, and they know how to get it done. Believe me, they hit a home run with all of it."

Andrew Fuller, Owner